



CASE REPORT

1. Complaint reference number	19/98
2. Advertiser	Civic Video Pty Ltd
3. Product	Entertainment
4. Type of advertisement	Radio
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 April 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement simulates a formal wedding scenario. The groom, when asked to take his vows, queries his entitlement to a ‘satisfaction guarantee’. He goes on to explain that ‘with Civic Video.....you enjoy the movie, or swap it free’. A final voiceover is heard saying, ‘At Civic Video you won’t get stuck with a dud.....enjoy the movie or swap it free.’

THE COMPLAINT

Comments the complainant made about the advertisement included:

‘.....(The ad) is not only derogatory to women.....but it also burdens us with having to argue about our worth in everyday life.

This ad clearly implies that:

- woman equals to goods and man equals to customer*
- relationship is a business deal in which woman has obligations, man does not.....*
-she is swappable as opposed to him who is to be satisfied*
- there are plenty of them for his purpose*
- his enjoyment is the most important thing*
- women are duds*
- poor men often get stuck with them’*

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics.

Members of the Board noted in passing that, while this advertisement was tacky and ridiculous, it did not breach the Advertiser Code of Ethics and accordingly it dismissed the complaint.